

CONTRACT



WNCT
3221 South Evans Street
Greenville, NC 27834
(252) 355-8542

WNCT.com
on your side online
3221 S. Evans St.
Greenville, NC 27834
252-355-8500

And:

Greer Margolis & Mitchell
1010 Wisconsin Avenue Northwest
Suite 800
Washington, DC 20007
USA

| | | |
|---|---|--|
| <u>Contract / Revision</u> 900982 / 2 | | <u>Alt Order #</u> 25174546 |
| <u>Product</u> Stein-AG-NC | | |
| <u>Contract Dates</u> 10/25/16 - 10/31/16 | <u>Estimate #</u> 4765 | |
| <u>Advertiser</u> POL/Josh Stein NC Attorney General | | <u>Original Date / Revision</u> 07/07/16 / 10/20/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WNCT | <u>Account Executive</u> Katz Washington | <u>Sales Office</u> Katz/Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agency Code</u> 9912856 | <u>Advertiser Code</u> 287 | <u>Product 1/2</u> 305 |
| <u>Agency Ref</u> IN117/SP159/AL1336 | <u>Advertiser Ref</u> | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|-------------------|------|--------|------------|-------------|-----|------|-------|----------|
| 1 | WNCT | 10/25/16 | 10/31/16 | Local News @ 6a | 6a-7a | | :30 | | | | NM | 3 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$75.00 | | | | |
| 2 | WNCT | 10/25/16 | 10/31/16 | CBS This Morning | 7a-9a | | :30 | | | | NM | 5 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 5 | | | | \$45.00 | | | | |
| 3 | WNCT | 10/25/16 | 10/31/16 | CBS This Morning Sa | 8a-10a | | :30 | | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | -----S- | 1 | | | | \$25.00 | | | | |
| 4 | WNCT | 10/25/16 | 10/31/16 | Local News Su 6a-7a | 6a-7a | | :30 | | | | NM | 1 | \$15.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | -----S | 1 | | | | \$15.00 | | | | |
| 5 | WNCT | 10/25/16 | 10/31/16 | Local News Su 7-8a | 7-8a | | :30 | | | | NM | 1 | \$15.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | -----S | 1 | | | | \$15.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



FASTEST GROWING
STATION IN THE
CAROLINAS

WNCN

3221 South Evans Street

Greenville, NC 27834

(252) 355-8542

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on your side online
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Greenville, NC 27834
252-355-8500

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 900982 / 2 | 25174546 |

| Contract Dates | Product | Estimate # |
|---------------------|-------------|------------|
| 10/25/16 - 10/31/16 | Stein-AG-NC | 4765 |

| Advertiser | Original Date / Revision |
|-------------------------|--------------------------|
| POL/Josh Stein NC Attor | 07/07/16 / 10/20/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|---------------------|-------------------|------|--------|------------|-------------|-----|------|-----------|-------------------|
| E 6 | WNCN | 10/25/16 | 10/31/16 | Local News @ 12p | 12p-1230p | | :30 | | | | NM | 3 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$75.00 | | | | |
| E 7 | WNCN | 10/25/16 | 10/31/16 | CBS Sunday Morning | 9a-1030a | | :30 | | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | -----S | 2 | | | | \$200.00 | | | | |
| E 8 | WNCN | 10/25/16 | 10/31/16 | Local News @ 5p | 5p-530p | | :30 | | | | NM | 3 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$70.00 | | | | |
| 9 | WNCN | 10/25/16 | 10/31/16 | Local News @ 530p | 530p-6p | | :30 | | | | NM | 3 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$70.00 | | | | |
| E 10 | WNCN | 10/25/16 | 10/31/16 | Local News @ 6p | 6p-630p | | :30 | | | | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$140.00 | | | | |
| 11 | WNCN | 10/25/16 | 10/31/16 | CBS Evening News | 630p-7p | | :30 | | | | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$200.00 | | | | |
| D 12 | WNCN | 10/25/16 | 10/31/16 | CBS Evening New Sat | 630p-7p | | :30 | | | | NM | 0 | \$0.00 |
| E 13 | WNCN | 10/25/16 | 10/31/16 | Local News @ 11p | 11p-1135p | | :30 | | | | NM | 3 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | MTWTF-- | 3 | | | | \$120.00 | | | | |
| 14 | WNCN | 10/30/16 | 10/30/16 | LN Su | 11p-1135p | | :30 | | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| | | Week: 10/25/16 | 10/31/16 | -----S | 1 | | | | \$80.00 | | | | |
| Totals | | | | | | | | | | | | 32 | \$3,010.00 |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 900982 / 2 | 25174546 |

| Contract Dates | Product | Estimate # |
|---------------------|-------------|------------|
| 10/25/16 - 10/31/16 | Stein-AG-NC | 4765 |

| Advertiser | Original Date / Revision |
|-------------------------|--------------------------|
| POL/Josh Stein NC Attor | 07/07/16 / 10/20/16 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|-------------------|-------------------|-------------------|
| 09/26/16 - 10/30/16 | 24 | \$2,215.00 | (\$332.25) | \$1,882.75 |
| 10/31/16 - 10/31/16 | 8 | \$795.00 | (\$119.25) | \$675.75 |
| Totals | 32 | \$3,010.00 | (\$451.50) | \$2,558.50 |

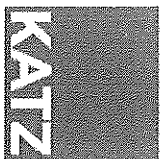
Signature: _____

Date: _____

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KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25174546

Changes as of: 10/19/2016 at 6:42 PM

Version: Highlighting Revision 2

CPE: 287/305/4765
Agency: GMMB

Flight: 10/25/16 - 10/31/16
Advertiser: Stein-AG

Station: WNCN
Market: Greenville/New
Bern/Wash

GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: Stein-AG-NC

Office: WASHINGTON

Total \$: \$3,010.00
Total Spots: 32
Total CPP: \$0.00

Agency Order #: 5031223

Buyer: Lawson, Colin
Salesperson: JACOB ROTH
212-373-8175

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

Total GRP:
Trafic #: 900982
Separation:

Comments: John Stein for AG 10.25-10.31; Separation: 30

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/25 - 10/25 | | Total Spots | Total \$ | CPP | GRP |
|--|----------------------|----|-----------------------------|----------|----------------|-----|---------------|-------|----------------|-------------|--------|-----|
| | | | | | | | 10/25 | 10/25 | | | | |
| 7 | Tu-F-M 7a-8a | | Weekend Morning Edition II | \$15.00 | 0 | 30 | 1 | | 1 | \$15.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 20 to 15 | | | | | | | | | | | | |
| REV+ 8 | Tu-F-M 12n-12:30p | | 9 on Your Side News @ Noon | \$75.00 | 0 | 30 | 2 | 3 | 3 | \$225.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 50 to 75 | | | | | | | | | | | | |
| 9 | Su 9a-10:30a | | CBS Sunday Morning | \$200.00 | 0 | 30 | 1 | | 1 | \$200.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 90 to 200 | | | | | | | | | | | | |
| 10 | Su 9a-10:30a | | CBS Sunday Morning | \$200.00 | 0 | 30 | 1 | | 1 | \$200.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 90 to 200 | | | | | | | | | | | | |
| 11 | Tu-F-M 5p-5:30p | | 9 On Your Side News @ 5 PM | \$70.00 | 0 | 30 | 3 | | 3 | \$210.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 65 to 70 | | | | | | | | | | | | |
| 13 | Tu-F-M 6p-6:30p | | 9 On Your Side News @ 6 PM | \$140.00 | 0 | 30 | 3 | | 3 | \$420.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 130 to 140 | | | | | | | | | | | | |
| REV- 15 | Sa 6:30p-7p | | CBS Evening News Saturday | \$75.00 | 0 | 30 | 1 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| Level 3 | | | | | | | | | | | | |
| 16 | Tu-F-M 11p-11:35p | | 9 On Your Side News @ 11 PM | \$120.00 | 0 | 30 | 3 | | 3 | \$360.00 | \$0.00 | 0.0 |
| Level 3 Changes: Rate from 100 to 120 | | | | | | | | | | | | |
| TOTALS: 32 | | | | | | | | | 32 | \$3,010.00 | \$0.00 | 0.0 |



125 West 55th St
New York, NY 10019

Contract # 25174546

Changes as of: 10/19/2016 at 6:42 PM

Version: Highlighting Revision 2

CPE: 287305/4765

Flight: 10/25/16 - 10/31/16

Station: WNCT

Total \$: \$3,010.00

Agency: GMMB

Advertiser: Stein-AG

Market: Greenville/New Bern/Wash

Total Spots: 32

GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: Stein-AG-NC

Office: WASHINGTON

Total CPP: \$0.00

Agency Order #: 5031223

Buyer: Lawson, Colin
Salesperson: JACOB ROTH
212-373-8175

Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE
Assistant: JACOB ROTH
212-373-8175

Total GRP:
Traffic #: 900982
Separation:

Special Instructions

Order Level Comments

Date/Time Added by Comment

Line 8 12p News needs to be \$75
Line 11 5p News needs to be \$70
Line 13 6p News needs to be \$140
Line 16 11p News needs to be \$120
Line 7 Sun 7a needs to be \$15
Line 15 Sat 630p not airing due to sports
OFFER

3x 11p News \$120
2x 5p News \$70
3x 6p News \$140
2x 12p News \$75
1x Sat 6a-7a Weekend Morning Edition \$15
1x Sat 7a-8a Weekend Morning Edition \$15

09/15/16 9:34 AM Jennifer Layman

\$1100 affected Total same.

07/05/16 10:41 AM JACOB ROTH
05/18/16 12:51 PM JACOB ROTH
John Stein for AG 10:25-10:31; Separation: 30
John Stein for AG 10:25-10:31; Separation: 30

Competitive Information

Market Budget: \$14,333
WNCT Share: 21%
Comment:
ENCT: 1%
WCTI: 30%
WFXI: 13%
WITN: 35%

| Daypart Summary | | | | |
|-----------------|-----------|-------|------------|-----|
| Day/Time | % Distrib | Spots | Dollars | GRP |
| | 100% | 32 | \$3,010.00 | N/A |
| Total | 100% | 32 | \$3,010.00 | 0.0 |

| Monthly Summary | | |
|-----------------|-------|------------|
| Month | Spots | Dollars |
| 2016-Oct | 32 | \$3,010.00 |
| Total | 32 | \$3,010.00 |

Transaction History

| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
|------------|------------------|-----------------|-------------|-------|-------|----------|-------------|---|
| Revision | 10/19/16 6:42 PM | JACOB ROTH | Revised | | | \$350.00 | | Changes: Calculated Dollars from \$2,660.00 to \$3,010.00. Competitive Market Budget from \$7,881 to \$14,333. Total \$ from \$2,660.00 to \$3,010.00. User Entered \$ from |
| Makegood 1 | 9/15/16 9:34 AM | Jennifer Layman | Sent To Rep | | | \$0 | \$2,660.00 | Changes: Total GMMs to 0. |



125 West 55th St
New York, NY 10019

Contract # 25174546

Changes as of: 10/19/2016 at 6:42 PM

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CPE: 287/305/4765

Agency: GMMB

Advertiser: Stein-AG

GMMB 3050 K ST NW
WASHINGTON DC
20007

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Bern/Wash

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Primary Demo: Adults 35+
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Total GRP:
Traffic #: 900982
Separation:

| Transaction History | | | | | | |
|-----------------------------------|------------------|------------|-----------|-------|-------|------------|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg |
| Queued for Electronic Contracting | 7/5/16 10:42 AM | | | | | \$0 |
| Revision | 7/5/16 10:41 AM | JACOB ROTH | Confirmed | | | \$0 |
| Queued for Electronic Contracting | 5/18/16 2:43 PM | | | | | \$0 |
| New | 5/18/16 12:35 PM | JACOB ROTH | Confirmed | 32 | | \$2,660.00 |

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.